

Orange County Real Estate Market Reaching New Heights

September 21st Promenade Pointe Preconstruction Sales Event Expected to Boost Sales of Loft and High-Rise Condo Properties in the Region

SANTA ANA--(Business Wire)—September 14, 2006—While the rest of the country may be experiencing a real estate slowdown, the Orange County real estate market continues apace, with much of the current buzz centered on the high-rise condominium/loft sector and especially the high-profile Promenade Pointe condo/loft development in Santa Ana – which recorded an impressive 30 reservations at its first sales event in July of this year.

“Promenade Pointe’s impressive early sales figures contradict the current slowdown in national residential sales and point to a move toward high-rise condo living in Orange County,” says David MacKenzie, Vice President of Development of Pointe of View Developments, developers of Promenade Pointe. “Our growing interest list and well-received ad campaign indicate that our upcoming sales event on September 21st will extend our impressive reservation sales success to-date.”

Located in Santa Ana, California and adjacent to Hutton Plaza Business Park and the South Coast Metro area, Promenade Pointe is leading the new residential high-rise condominium trend in Orange County, offering sophisticated, citified living at an incredible value, with condo/loft prices starting in the \$500,000s. A major urban, mixed-use project, Promenade Pointe will offer 278 units of high-rise living, including condo/tower living and loft options. The ground floors will provide more than one acre of cosmopolitan retail amenities, recreation and fitness facilities, as well as concierge and business services.

“Promenade Pointe will be the focal point for the MacArthur Place Master Plan and serve as the gateway for new urban living opportunities in Orange County,” said MacKenzie. “We are raising the bar for more sophisticated, city-like condominium living in this international hub of business, leisure and style.”

For more information, to RSVP to the September 21st Promenade Pointe preview event or to secure a reservation, **buyers** may visit www.promenadepointe.com or contact the McMonigle Group at 949.640.3604. The special preview/reservation event will be held on Thursday, September 21, 2006 from 3pm to 8pm at the Doubletree Hotel, Santa Ana (201 East MacArthur Blvd., Santa Ana, CA 92707).

For more information, artwork/renderings or to schedule an interview regarding Promenade Pointe, **media** may contact Carrie Williams of the McMonigle Group at 949.642.6112 or carrie@mcmoniglegroup.com.

